

## **Scrutiny call for evidence Tobacco control in Southwark**

Tobacco and smoking is not an identified theme in the scrutiny call for evidence. However, smoking is a major cause of ill health and death and evidence is being submitted for consideration.

### **Key facts**

- Southwark is statistically higher in smoking attributable deaths especially from lung cancer and chronic obstructive pulmonary disease (COPD)
- The estimated smoking population for Southwark is 40,214
- Each year in Southwark the estimated smoking costs society approx £66.4m: output lost from early death 19.8 million, cost of smoking breaks £14 million, NHS costs £13 million, smoking related sick days £12.1 million, passive smoking £3.4 million, fires in homes £2.4 million, cost of cleaning smoking materials 1.6 million.
- Over the last ten years the smoking prevalence in Southwark has reduced to 19.7% in 2014
- The smoking prevalence in routine and manual group still remains high at 29.7% in 2014
- A recent Health Equity Audit revealed that although those from BME communities and deprived areas accessed the stop smoking service they were less likely to quit within 4 weeks.
- 4.8% of pregnant women are recorded as smokers; however women in low paid jobs are three times as likely to smoke during pregnancy as professional women. Smoking during pregnancy significantly increases the risk of miscarriage, stillbirth, and cot death. Children born to mothers who smoke are much more likely to smoke themselves.
- 1 in 5 cigarettes smoked in Southwark is illegal
- 73% of smokers in Southwark surveyed had been offered illegal tobacco at least once in the last year and 56.4% had actually bought illegal tobacco in the last year
- Southwark's smokers are being offered and purchasing illegal sales of tobacco more than other smokers in SE London boroughs. The highest percentage of smokers offered illegal tobacco at least once in the last year was 95% for smokers surveyed in Peckham Rye.
- Street sellers, somebody's home, shops and pubs were the most common places to buy illegal tobacco
- Shisha use particularly with children and young adults is a growing public health concern. In a recent survey 60% were aware about shisha, 22% stated they had smoked shisha and 7% stated they had smoked shisha in the last year in Southwark.

### **Current Activities**

A comprehensive evidence based tobacco control approach is necessary to reduce smoking prevalence in the borough. This includes measures to prevent the uptake of smoking, smoking cessation and protection from second

hand smoke and illegal sales. The Lambeth and Southwark Tobacco Control Alliance continues to promote an evidence based tobacco control approach. It consists of representation from the statutory and non-statutory sectors.

### ***Preventing the uptake of smoking***

- Peer education with year 8 in Southwark secondary schools is funded ( 3 schools per year for 4 years a total of 12 schools) to help reduce the uptake of smoking
- Health Huts in some schools provide support to young people on health issues including tobacco and shisha.

### ***Smoking cessation and second hand smoke***

- Stop smoking support is being offered through 45 GP practices, 42 pharmacies, specialist service and SLAM.
- 3208 accessed the Southwark stop smoking service in 2013- 14, of these 1369 were quit at 4 weeks.
- A national based referral system which enhances referrals and delivers e-training to all staff is now in place in Kings College Hospital and Guys and St Thomas Hospital NHS Trust
- Specific groups such as housebound long term conditions clients and pregnant women have specialist stop smoking advisers
- Messages of smoking outside the home due to the harm of second hand smoke are being disseminated by the stop smoking service

### ***Tobacco regulation***

Regulation of tobacco products is a statutory function of Trading Standards. Key activities include:

- Underage test purchasing is carried at retail premises to monitor the compliance of retailers with age of sale legislation. Formal sanctions for non compliance are prosecution, simple caution, licensing review, a ban on selling tobacco authorised by the magistrate's court. Advice, training and support materials are provided. 43 test purchases were carried out in 2013-14. The compliance rate was 86%.
- Intelligence relating to illegal, counterfeit and smuggled tobacco is acted upon by seizures and prosecution either by Southwark or as part of the South East London partnership
- Southwark Trading Standards fund and manage a local Proof of Age card to young people up to 25 years as a tool to support retailer compliance and reduce the level of underage sales. Plans are underway to extend this across London.
- Trading Standards offers retailer training on selling age restricted products and how to manage an age verification system.

### ***South East London Illegal Tobacco Network***

- Southwark in partnership with Lambeth, Lewisham, Greenwich, Bexley and Bromley commissioned local research that reveals the extent of cheap illicit tobacco in SE London and a six borough network has formed to tackle illegal sales.
- A partnership approach to enforcement is being developed to tackle illegal tobacco sales across the region. This seeks to share enforcement expertise and intelligence across all 6 boroughs and to work in partnership with HMRC. We will seek to involve other partners such as the metropolitan police and fire brigade and engage the local community.
- The SE London Illegal Tobacco Network have also produced evidence that shisha is a growing concern and seeks to collaborate with Public Health England and other partners to have an effective strategy to reduce the uptake.
- Through robust enforcement by Trading Standards and by supporting the SE London partnership we aim to reduce tobacco availability and affordability.
- The partnership approach has been used as a case study by Public Health England who seeks to encourage a similar approach pan London.

### **What more do we need to do?**

Smoking attributes to the highest number of deaths in comparison to other lifestyle risk factors such as obesity, alcohol and drug misuse. It is a Public Health priority. Based on emerging evidence and new guidance, a more localised needs based approach should be taken, offering opportunities for the local authority, NHS and other partners to work more closely together. Core funding needs to be identified to continue to support the partnership approach to combating illegal tobacco and other emerging issues such as shisha use.

### ***Preventing the uptake of smoking***

- Include tobacco use in a whole school approach to health and wellbeing and provide opportunities for all secondary schools in Southwark to have peer education programme in place and up to date information about shisha
- Targeted support to children and young people at risk including capacity building support for those working outside school settings e.g. youth workers, foster carers

### ***Smoking cessation and second hand smoke***

- Whole system comprehensive approach: improve quality of service in GP and pharmacies and NICE guidance implementation in secondary care, which includes total smoke free NHS premises and grounds for staff, patients and visitors
- Smoking cessation referral pathways need to be developed for priority groups. Priority groups would include black and ethnic minority groups, the unemployed, those with long term conditions and mental health.

These should be implemented alongside measures to increase quit rate, prevent relapse and promote targeted community action against illegal sales to particular benefit those from disadvantaged groups.

- Development of harm reduction and relapse prevention strategies

### ***Tobacco Regulation***

- Continue to gather local evidence to support more resource allocation for targeted Trading Standards enforcement and development of the partnership approach to illegal tobacco control.
- Develop a shisha strategy to include interventions for public education, training of Trading Standards and other regulatory staff and health professionals as well as enforcement.
- Explore the development and funding of a social marketing campaign on illegal tobacco with neighbouring boroughs across South East London to engage local communities, raise awareness and provide intelligence.

For more information, please contact

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